
Freelance Clients

MTV / Viacom, Santa Monica, CA
Machinima, West Hollywood, CA
ArcLight Theaters, Hollywood, CA
Bunim/Murray Productions, Van Nuys, CA
Electronics Arts, Redwood City, CA
Target Corporation, Minneapolis, MN
Disney XD, Burbank, CA
Avatar Labs, Encino, CA
Epitaph Records, Los Angeles, CA
Fat Wrechords, San Francisco, CA
Downtown Music / dmsFM.com, NYC, NY
Cutters, Chicago, IL
Premier Digital Publishers, Dallas, TX
LA Times.com, Los Angeles, CA
Warner Brothers, Burbank, CA
Frag'D Entertainment, CA
Endust / Nakoma Products, Chicago, IL
Jennifer Adams Home, Scottsdale, AZ
Hopeless Records, Van Nuys, CA
DownloadPunk.com, Van Nuys, CA
Kaiser Permanente, Pasadena, CA
ING / Financial Network, Torrance, CA
Belkin, Compton, CA

Skills

- Excellent project/team builder/leader.
- Experienced multi-tasker. Skilled in juggling the needs of clients, copy editors/writers, artists/photographers, account executives/producers, etc. under tight deadlines to do the 'impossible.'
- Well versed in the technical aspects of design, as well as web development (PHP, CSS, HTML5, MYSQL, JQUERY, BOOTSTRAP, etc.)



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Online portfolio:

<http://www.sashaloobkoff.com>

Work Experience

MAR. 2011 – PRESENT, (FEB. 2002 – MAY. 2005)

FREELANCE ART DIRECTOR – WEB, PRINT, MOBILE, MOTION

www.sashaloobkoff.com

Partial Client List: ArcLight, Disney, Bunim/Murray Productions, Electronic Arts, GameStop, Downtown Music, Los Angeles Times, Premier Digital Publishers, Endust, Jennifer Adams Home, Epitaph Records, Fat Wrechords.

JUN. 2005 – MAR. 2011

ART DIRECTOR

GOTV NETWORKS (Now Phunware), SHERMAN OAKS, CA

- Established the network's art department and created the look and feel for the company's large array of products (Short-form television channels/programs, mobile applications, websites, print collateral, etc.)
- Hired and mentored junior artists/ editors. Rigorously enforced branding guidelines, providing a strong graphic vision.
- Fulfilled the needs of GoTV's many departments (Sales, Studio, Marketing, Technology, Business Development and Corporate) to create an innovative and visionary brand image.
- Concepted a wide range of innovative multi-platform Mobile applications (20+) (UI, UX, wireframes).

NOV. 1999 – JAN. 2002

SENIOR PRODUCTION DESIGNER

MARKETING DRIVE WORLDWIDE (Now Match Drive), SAN FRANCISCO, CA

- Created numerous integrated marketing campaigns (web and print) for Palm, Intuit, PG&E, Visa and Wells Fargo from design to final production. Campaigns included in-store displays, product literature, packaging, web pages, direct mail material, posters, banners, advertisements, etc.
- Developed agency's initial broadband projects for Visa, VisaOnline, Wells Fargo.
- Produced PG&E 2000 Comfort Home/Energy Star campaign. Commissioned illustrator.
- Art Directed several Palm projects including 2001 Back to School campaign. Directed photoshoots.

SEPT. 1998 – SEPT. 1999

NATIONAL PRODUCTION DIRECTOR

GET UP AND GO! MAGAZINE / AGE WAVE COMMUNICATIONS, EMERYVILLE, CA

- Managed all aspects of pre-press for national monthly magazine (Readership 1.6 million).
- Supervised 8 regional production hubs on design, deadline and technical issues.
- Heavy page/ad design, communications with printers/clients, 4/c pre-flighting, staff development.
- Successfully devised print cost reduction strategies with respect to color usage, ad placement, equipment and staffing. Created an extremely efficient production process – 100% digital.

MAR. 1996 – JULY 1998

GRAPHIC DESIGNER

BERNARD HODES ADVERTISING, PALO ALTO / SACRAMENTO, CA

- Involved in all phases of agency art department; from creative to production.
- Clients: Intel, Oracle, Wells Fargo, Apple, 3Com, AMD, Lockheed, Sun Microsystems, Phillips.
- Designed/produced print ads, web graphics/animation, billboards, collateral literature, corporate tchotchkes (magnets, stickers, t-shirts, etc.), movie slides.
- Pre-Press (ran 4/c film, scanning, color correction, pre-flight, etc.).

NOV. 1993 – MAR. 1996

ASSISTANT ART DIRECTOR/GRAPHIC DESIGNER

SAN FRANCISCO BAY GUARDIAN, SAN FRANCISCO, CA

- Co-managed editorial layout/design of free news-weekly (Readership 350,000+).
- Designed/produced majority of interior pages (scanning artwork/page layout).
- Conceptualized and assigned illustrations/art. Directed and scheduled photo shoots.
- Designed advertisements, promotional pieces, etc.
- Layout, typesetting, scanning, paste-up, color preparation, etc.
- Art directed/created multi-ad Guardian promotional campaigns.
- Reviewed artist/photographer portfolio submissions, conducted interviews.
- Compiled weekly art budget.

Education

Bachelor of Arts Degree – University of California, Berkeley – Mass Communications.